



E-COM VV LEDGER

SIMPLIFIED AND SECURED



Prifysgol Cymru

Y Drindod Dewi Sant

University of Wales

Trinity Saint David

Business Plan

Name: Vasyl Kovenia

Student number: 2422023

Course: Certificate of Higher
Education in Business Skills
for the Workplace.

Module code: LCLM4006

Module title:

Enterprise and Entrepreneurship

Lecturer: Shengfeng Mei

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INTRODUCTION

WELCOME!

E-com VV Ledger is a cloud-based bookkeeping and advisory service tailored for e-commerce sellers. We aim to demonstrate the value we bring in simplifying financial management, ensuring compliance and supporting business growth for online merchants.

- Highlight the unique challenges faced by e-commerce sellers and how our solutions address them;
- Share a real success story to illustrate our impact;
- Provide insights into our services and value proposition;
- Encourage e-commerce businesses to consider E-com VV Ledger as their trusted financial partner.





LEGAL STRUCTURE

E-com VV Ledger is set up as a Private Limited Company. This offers limited liability, protecting personal assets from business risks—an essential safeguard for a financial and tax advisory firm.

Additionally, the Ltd structure enhances the company's professional credibility, which is vital for earning the trust of high-growth e-commerce clients.

PESTEL Analysis: VV Ledger



•Political:

- Tax laws are complex and change often.
- Need to keep up-to-date and use good tax software.

•Economic:

- E-commerce is growing, bringing more clients (Practice Ignition, 2024);
- If the economy worsens, clients may cut costs.

•Sociocultural:

- More people starting online businesses.
- Basic bookkeeping is being automated and offered cheaply.

•Technological:

- Automation and AI help with simple tasks.
- Risk: AI could replace human bookkeepers for basic work.

•Environmental:

- Sustainability is important for clients.
- Opportunity to advise on eco-friendly practices.

•Legal:

- Need to follow strict data protection laws (Smith & Davies, 2024);
- Must keep professional standards and certifications.

PESTEL Analysis – E-com VV Ledger

- **Political:**

- Tax laws are complex and change often.
- Need to keep up-to-date and use good tax software (Tax Jar, 2023).

- **Economic:**

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- If the economy worsens, clients may cut costs (Insider Intelligence /eMarketer, 2025).

- **Sociocultural:**

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- Basic bookkeeping is being automated and offered cheaply.

- **Technological:**

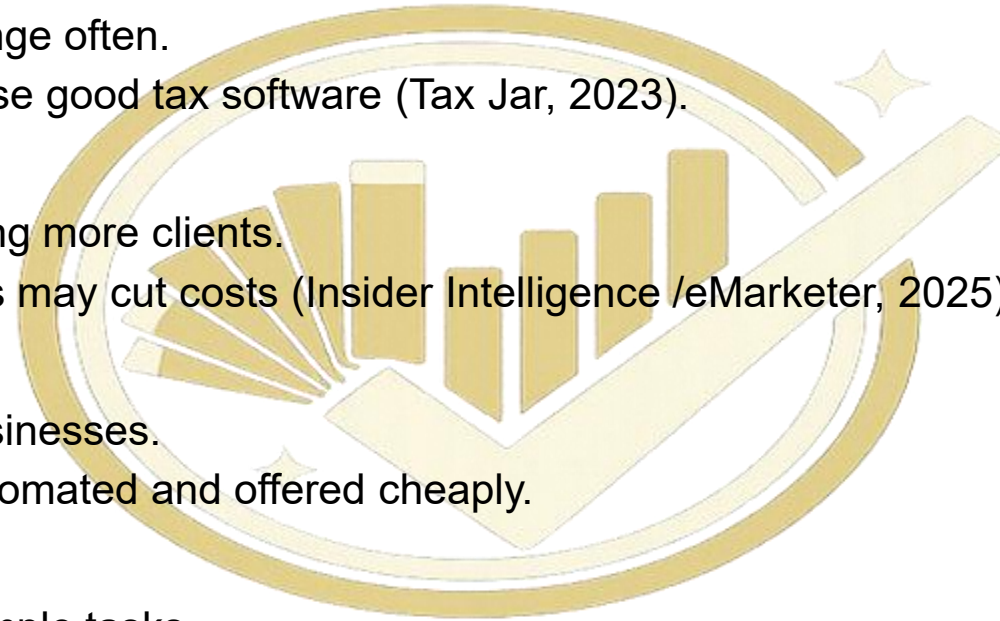
- Automation and AI help with simple tasks.
- Risk: AI could replace human bookkeepers for basic work.

- **Environmental:**

- Sustainability is important for clients.
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Marketing Approach – E-com VV Ledger (PART 1)

1. Market Segmentation

- Divide market by:
 - Platform usage (Amazon, Shopify, Etsy)
 - Revenue size
 - Financial complexity
- Key segments:
 - FBA/Multi-Channel Power Sellers (large, \$500k+ revenue)
 - Boutique/Creator Sellers (medium, need basic help)
 - Scaling Startups (fast-growing, need forecasting)

2. Targeting

- Focus on FBA/Multi-Channel Power Sellers
 - Most complex financial needs
 - Require advanced bookkeeping and compliance

Marketing Approach – E-com VV Ledger (PART 2)

3. Positioning

- “E-commerce Financial Command Centre” (Chen & Wang, 2023).
- Unique Value Proposition:
 - Turn messy, multi-platform data into clear, strategic financial insights
 - Help sellers focus on growth

4. Reaching the Audience

- Use high-impact marketing channels:
 - Partnerships and referrals
 - Alliances with e-commerce agencies (SEO/PPC)
 - Collaborate with software providers (A2X, Tax Jar)



Category	Item	Amount
Startup Costs	Technology/Software (1-st year Licenses: QuickBooks, CRM, A2X)	£4,000
	Equipment (High-end laptop, monitors, ergonomic setup)	£4,000
	Branding/Marketing (Initial Website Development & Branding)	£3,000
	Legal/Compliance (LTD Registration & Legal Fees)	£1,400
Total Startup		£12,400

Financial forecast for up to six months

Month	Clients Added	Total Clients	Projected Monthly Revenue	Total Monthly Cost	Projected Profit/ (Loss)
1	0(setup)	0	£0,00	£1,000	£1,000
2	2	2	£900	£1,150	£250
3	2	4	£1,800	£1,300	£500
4	3	7	£3,150	£1,525	£1,625
5	3	10	£4,500	£1,750	£2,750
6	3	13	£5,850	£1,975	£3,875



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3. FINANCIAL FORECAST FOR UP TO SIX MONTHS.

THIS FORECAST PROJECTS THE MONTHLY FINANCIAL PERFORMANCE BASED ON A TARGET OF ACQUIRING TWO NEW CLIENTS PER MONTH AFTER MONTH ONE. THE NET FIXED COST IS SET AT \$1,000 MONTHLY, AND THE VARIABLE COST PER CLIENT (VCPC) IS \$75.

Category	Item	Amount
Fixed Monthly	Software Subscriptions (Proportional monthly cost of annual tools)	£500
	Professional Fees/Insurance (E&O Insurance, Certifications)	£250
	Communication/Utilities (Internet, Cloud Storage, Phone)	£150
	Marketing (Base Retainer: Hosting, SEO/Maintenance)	£100
Total Monthly		£1,000

Conclusion.

E-com VV Ledger will reach its financial breakeven point by Month 3 of operation, requiring 3 paying clients to cover all monthly operating expenses. According to the six-month financial forecast, the firm is projected to become profitable in Month 3, demonstrating the viability of the specialized service model and the efficient use of the requested funding.



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